

## Story Ideas WorkSheet

The best stories often lie hidden in the day-to-day operations of an organization or among those who have daily interaction with people who have stories to tell. Take a moment to jot down stories and ideas.

Date: \_\_\_\_\_

Your Name: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

### **The Story**

(What or who is it about? What did they accomplish? Who was helped? What changed as a result?)

### **Why is this story important?**

(What kind of adjectives could be applied - better, greatest, biggest, strongest, longest, oldest, youngest, etc.)

### **Is it timely or timeless?**

(When did it happen? Is it related to an issue or topic that's been in the news? Is it something that is always of interest?)

**Who is the best contact in the organization to discuss this with** (include contact information)?

**Who is the best spokesperson for this issue** (include contact information)?

**Are families or children part of the story?** If so, do you have a clearance or approval process to involve them in public relations activities?

**Does the story have any good visuals?** Places, people, pictures?

**Return this lead sheet to your communications coordinator.**